INDEX SECTION
MAY/JUNE
1982

This index lists topics discussed in articles which have been annotated by *TMIG* during 1981. Accompanying each topic is the item number by which the reader can find a specific annotation. the numbers contained in each issue are as follows:

January/February
001-111

A

Accounting
Management
Code of ethics 129
Advertising
Copywriter, role of
Creative strategies 1
Copywriting, idea visualization
Textbook 112
Direct marketing
Response television, textbook 2
Organizing for success
Changing business environment 117
Professional practices
Using advertising 115
Promotion, budgets
Spending forecast 118
Sale advertising
Textbook 4
Small budget advertising
Big payoffs 116
Small business
Handbook 3
T.V. commercials
How-to-create, handbook 216
Textbook
Introduction to 114
Yearbook
Advertising Age 1981 213
Alabama
General business indicators
Statistical report 38
Art Industry
Graphic arts
Directory, services 204
Associations
Trade, professional
Directory, U.S. 203
Austria
Consumer products
Statistical analysis 150
Automotive Industry
Manufacturing replacement parts
Ecklin Manufacturing Company 287
Parts, service
Market forecast 48

B

Belgium
Consumer products
Statistical analysis 150
Over-the-counter drugs
Marketing strategies 56
Bibliography
Business, economic publications
Directory 100
Electronic data processing
Current literature 225
Physical distribution management
Reference sources 246
Pricing policies, strategies
Annotated bibliography 244
Sales management articles
Current literature 144
Business

March/April
112-212

Capital spending, 1982
Statistics 300
Communications
Report writing 87
Equipment, EEC
Computer graphics 223
Information sources, reference
U.S., international 265
International
Environments, operations 258
Legal advisor, textbook
Small business 18
New, management
Textbook 234
Office copiers
Market forecast 156
Trademarks, guide
Selection, protection 127
Writing correspondence
Effective letters 120
Written communications
Data processing 123

C

Canada
Canadian marketing
Textbook, principles, applications 28
Directory, general
Almanac 152
Fairs, expositions
Directory 311
Marketing surveys, services
Directory 27
Periodicals
Directory 303
Physical distribution directory
Trade, professional organization 140
Pipe line construction
Market forecast 201
Pulp, paper manufacturers
Directory 80
Research centers
Directory 239
Toll-free telephone numbers
Directory 304
Catalog
Printing grade papers
Mill and private brands 68
Safety, training
Films 217
China
Imports, exports
Shipping, port development equipment 228
Commodities
Technical commodities
Statistical yearbook, 1982 178
Yearbook 72
Communications Industry
Business communications
Report writing 87
Business writing
Letters that work 120
Communications management
Directory, personnel 222
Consumer magazines

May/June
213-313

Industry profile 270
Information service vendors
Impact of communication developments . . . 196
Media directory
New York State 71
Nonbroadcast TV communications
Video directory 89
Policy perspectives
Outlook 1980s 91
Radio paging, phone answering service
Market forecast 192
Response television
Direct marketing, textbook 2
Satellite communications
Market forecast 194
Videotex services
Future growth 63
Written communication
Data processing 123
Computers
Electronic mail
Market forecast 12
Executives, U.S.
Directory 226
Graphics
Business equipment, EEC 223
Laws, contracts, software
Compendium of speeches, 1981 10
Micro, videodiscs
Educational markets 276
Microcomputers in large corporations
Market forecast 221
Packaged software
Small systems 277
Small business
Market forecast 224
Marketing techniques 133
Non retail distribution channels 247
The Tandy Corporation
Future growth, expansion 69
Construction Industry
Industrial expansion
October 1981 53
September1981 52
Litigation
Textbook 99
Pipe line construction
U.S., Canada forecast 201
Railroads
Texas 193
U.S. forecast
Residential homes 302
Consultants
Directory
United States 306
Personal image
Directory 248
Consumer
Affluent market
Survey, 1981 162
Customer relations
Expectations, experience 163
Household cleaners
Hard-surface, market forecast 166
Liquid soap
Market forecast 164
Magazines

Industry profile 270
Mail order houses
Bargain sources 271
Market developments
Report 1981 165
National, private, generic brands
Perceptions, consumers 269
Pasta market
Forecast 155
Products, statistics
Europe 150
Skin care products
Market forecast 57
Convention
Computer law
Compendium of speeches 10
Corporations
American Express
Financial instability 97
CBS, future plans
Cable, T.V., and radio 70
Corporate information
How to find 267
Directory, U.S.
Financial information 176
Exxon's future
Petroleum, nuclear power 75
France
Profiles, financial 261
Lear Siegler
Long-term strategies 73
Premiums, incentives used in business
Directory of firms 26
Tandy
Future growth, expansion 69
Credit and Collections
Credit unions
EDP systems, use of 119

D

Decision Making
Marketing research
Information systems, decision making 135
Demography
Housing characteristics
Urban, rural, U.S. 148
Population growth
International statistics 44
U.S. housing characteristics
Annual survey, 1980 254
Denmark
Consumer products
Statistical analysis 150
Over-the-counter drugs
Marketing strategies 56
Dictionary
Publishing
Terms, concepts 207
Trade names
Company index 279
Transportation
Terms, concepts 294
Direct Marketing
Directory, industry
Companies, organizations 136
Response television
Textbook 2
Directory
Associations, U.S.
Trade, professionals 203
Budget motels
United States 313
Business, economic publications
Bibliography 100
Canada
Almanac, general 152
Research centers, geographical
exec., order 241
Communications management
Personnel directory 222
Computer executives
United States 226
Consultants
Personal image 248
Consultants, consulting organizations
United States 306
Consumer mail order houses
Bargain sources 271
Direct marketing industry
Companies, organizations 136
Education
Colleges, universities 218
Education, training
Self-instruction resources 220
Electronic mail executives
United States 11
Electronic technology
Electronic mail executives 62
Fairs, expositions
U.S., Canada 311
Films
Safety, training 217
Forest products industry 181
Franchise organizations 189
Franchise organizations
. 189
Franchising
Opportunities in U.S. 86
Furriers
N.Y.C., Montreal, Toronto 293
Graphic arts
Services 204
Guidance materials
Free films, slides, audiotapes 6
Health, Phys., ed., recreation
Free films, slides, audiotapes 5
Labor market, Oklahoma
Publications 273
Laws and regulations
Enforcement periodicals 229
Magazine industry
Publishers 280
Management
Information managers, executives 24
Manufacturers
Idaho 183
Texas, volume one 185
Texas, volume two 184
Marketing surveys, services
U.S., Canadian 27
N.Y. State
Media services 71
National Association of Newsweeklies
Journal of news, opinion 102
Nonbroadcast TV communications
Video register 89
Online databases
Updated edition, 1981 9
Periodicals
United States, Canada 303
Physical distribution
Trade, professional organizations 140
Premiums, incentives
Firms that use them 26
Printers, southeast U.S.
Commercial, specialty, trade 103
Printing trades
Blue book 289
Public relations
Companies 202
Publicity
Western Europe 262
Pulp and paper
Manufacturers 80
Recreation
Tours of factories 212
Research centers
Government centers 272
International 43
U.S.,Canada 239
Research centers, geographical, exec., order
United States, Canada 241
Services
Statistical 307
Social services
Agencies, organizations 305
Social studies material
Free films, slides, audiotapes 7
Toll-free telephone numbers
United States, Canada 304
Trade names
United States 206
U.S. corporations
Financial information 176
U.S. subsidiaries
German firms 46
United States
Information sources 264

E

Ecology
Federal environmental law
Guide 77
Water treatment chemicals
Industry outlook 286
Economics
Oklahoma, November 1981 274
Oklahoma, October 1981 169
Labor statistics
Oklahoma, September 1981 61
Nebraska, north central
Demographics, economics characteristics . . 37
North American ski areas
Economic analysis 108
Oklahoma
Economic growth, 1981 30
U.S. characteristics
Children, youths birth-24yrs. 147
Education
Colleges, universities
Directory 218
Finance, public schools
U.S. report 1979-80 55
Free filmstrips
Guide 8
Guidance materials, directory
Free films, slides, audiotapes 6
Health, Phys. ed., recr., directory
Free films, slides, audiotapes 5
Self-instruction resources
Directory 220
Social studies material
Free films, slides, audiotapes 7
Teachers guide
Educational television 219
Electronic Data Processing
Bibliography
Current literature 225
Computer markets
Retail forecast 121
Credit unions
EDP systems, use of 119
Data communications
Services U.S. forecast 122
Microcomputers in large corporations
Market forecast 221
Software intensive
Portable products 13
Written communications
Data processing 123
Electronic Technology
CATV programs
Origination and production 275
Cable television
New technology, services 67
Cable television networks
Advertising strategies 171
Computers, packaged software
Small systems 277
Electronic games
Europe, market forecast 170
Market forecast 172
Electronic mail
Market forecast 65
Electronic mail executives
Directory 62

Electronic publishing, guide
Online and viewdata services 174
Home communications
Market outlook 66
Microcomputers, videodiscs
Educational markets 276
Office consumables, automation
Market forecast 278
Videotex type services
Banking at home 173
Employment
Employee turnover
Management, causes and control 235
Energy
Conservation controls
Market forecast, Europe 284
Electricity
Demand, consumption 76
Exxon's future
Petroleum, nuclear power 75
Industrial lighting
Conservation tips, handbook 268
Reducing consumption 285
Solar equipment
Europe 77
Environment
Federal environmental law
Guide 77
Equipment
Leasing, office equipment
Market forecast 104
Military display equipment
Five year forecast 41
Pulp, paper industry
Process control equipment 179
Recreation, skiis, hockey, skates
Market forecast 314
Solar energy
Market forecast 77
Europe
Cardiovascular instrument market
Market forecast 309
Electronic games
Market forecast 170
Energy conservation controls
Market forecast, Europe 284
Over-the-counter drugs
Marketing strategies 56
Packaging
Cosmetics, toiletries 180
Patents, pharmaceuticals
Market forecast 310
Patient monitoring equipment
Western Europe, market forecast 210
Pipe line construction
Market forecast 201
Publicity directory
Western Europe 262
Solar energy
Market forecast 77
Statistical data
Market, social, economic research 153
Statistics
Marketing data 259
Textile machinery
Market forecast 49
Videodisc
Market forecast 45
European Economic Community
Health food market
Market forecast 266

F

Federal Government
Research centers
Directory 272
Finance and Financial Institutions
American Express
Capital spending, foreign affiliates
U.S. industries 297
Computers, small business
Retail banking automation 199
Corporations, top private
Britain, financial performance 301
Department, specialty stores
Financial, operating results 95
Merchandising, operating results 94
Finance, nonfinancial manager
Financial training 295
Financial performance of wholesalers
Plumbing, heating, pipe products 92
Loan charge-offs
RMA member banks 96
NOW accounts, other services
Consumer attitudes, practices, NC, SC 93
Paying taxes on collectables
Minimizing taxes 296
Public school systems
Finance, report 1979-80 55
Synergy in banking
Management efforts 200
U.S. housing inventory
Financial characteristics 145
Finland
Consumer products
Statistical anaylsis 150
Fishery
Processed, fresh fish
Market forecast 74
Forestry
Products
Industry directory 181
France
Consumer products
Statistical analysis 150
Franchising
Directory of organizations
Franchise opportunities, U.S. 86

G

Germany
Consumer products
Statistical analysis 150
Over-the-counter drugs
Marketing strategies 56
Great Britian
Consumer products
Statistical analysis 150
Guide
Advertising Age yearbook
Year of 1981 213
Buying a franchise
How-to guide 29
Clinical laboratory
Legal guidelines 126
Corporate information
How to find 205
Editorial freelancing 101
Education
Educational television 219
Free filmstrips 8
Electronic publishing
Online, viewdata services 174
Export marketing 14
Exports, international trade
Documentation 125
Laws and regulations
Federal environmental law 77
Mail order manual
Federal, state laws 17
Management
Poor performers 232
Manufacturing industries
Job descriptions 186
Purchasing
Newsletter properties 138
Recreation
Tours of manufacturers 212
Sales management
Training kit 30
Statistical sources
Industrial, bus., social, educ., finance 263
Trademarks
Selection protection 127

H

Handbook
Business travelers 105
Franchise organizations
Directory 189
Industrial lighting
Energy saving tips 268
Insurance
Pension facts, 1981 198
Terms, concepts 197
Labor
Unemployment insurance law 168
Management
Employee turnover 235
Paper money, U.S.
Valuations, rarity 298
Production standards
Profit planning 131
Public relations
Do-it-yourself 113
Publicity, promotion
Textbook 214
Radio, T.V. broadcasting
Research procedures 90
Sales management 250
Salespeople
Techniques for success 32
Small business
Advertising, public relations 3
T.V. commercials
How-to-create 216
Travel, tourism, information sources
Washington, DC 109
Health Care Industry
Antiarthritis drugs, devices
Market forecast 107
Cardiovascular instrument market
Europe 309
Cigarettes, low tar nicotine
Smoking hazards 308
Films, slides, audiotapes
Free to educators 5
Investor-owned hospitals
Market forecast 208
Legal guidelines
Clinical laboratory 126
Medical devices
Product liability 128
Nonprescription drugs
Market forecast 211
Patient monitoring equipment
Western Europe 210

I

Imports and Exports
China
Shipping, port development equipment 228
Export marketing
Manual 14
International trade
Guide, documentation 125
Japan
Semiconductor market 227
Manufactured products
Origin of 124
Industry
Aluminium products
Alcoa's future expectations 79
Auto manufacturers
Detroit's outlook 187
Chemicals, water treatment
Forecast 286
Directory
Magazine publishers 280
Forest products
Directory 181

Industrial packaging
Market forecast 53
Products, market forecast 159
Industrial robots, Japan
Specifications, applications 160
Investor-owned hospitals
Market forecast 208
Lighting, industrial
Energy saving tips, handbook 268
Manufacturing, capacity
Utilization rates 288
Mining, U.S.
Small underground mines 158
Paint
Market forecast 157
Photographic industry
U.S., statistical report 177
Pulp, paper
Process control equipment 179
Purchasing, industrial
Directory, New York 139
Telecommunications
Changes in management, regul., technology 64
Texas expansion
August 1981 51
December1981 161
October1981 53
Texas expansion
September 1981 52
U.S. corporations
Fortune's largest 283
U.S., capital spending
Foreign affiliates 297

Information Industries
Business information sources
U.S., international 265
Information sources
Unites States directory 264

Insurance
Handbook
Terms, concepts 197
Pension facts
Handbook, 1981 198
Statistics
Policy holders, U.S. 98

International
Britain's top private corporations
Financial performance report 301
Business
Environments, operations 258
Informationreferencesources 265
France, corporations
Profiles, corporate 261
Glossary of terms 151
Health food market
EEC, statistical report 266
Loan charge-offs
RMA member banks 96
Marketing data
Statistics 257
Population growth
Statistics 44
Research centers
Directory 43
Statistical sources, guide
Industrial, bus., social, ed., finance 263
Travel, tourism trends
Survey analysis 111

Ireland
Over-the-counter drugs
Marketing strategies 56

Italy
Consumer products
Statistical analysis 150
Over-the-counter drugs
Marketing strategies 56

J

Japan
Industrial robots
Specifications, applications 160
Physical distribution directory
Trade, professional organizations 140

L

Labor
Directory of publications
Labor market, Oklahoma 273
Labor-management relations
Local, state governments 60
Oklahoma
Statistics, November 1981 274
Statistics, October 1981 169
Statistics, September 1981 61
Self-employed workers
Statistical analysis 59
Unemployment insurance law
Handbook 168

Laws and Regulations
Business acquisitions
Textbook 20
Business law
Textbook 15
Clinical laboratory
Legal guidelines 126
Computer law
Compendium of speeches, 1981 10
Construction litigation
Textbook 99
Enforcement periodicals
Directory 229
Federal environmental law
Guide 77
Limitation of liability
Service agreements 230
Mail order manual
Federal, state laws 17
Medical devices
Product liability 128
Small Business
Legal advisor, textbook 18
Trademarks
Problems, proper use of 16
Warranties
Textbook 19

Local Governments
Labor-management relations
Statistical report 60

Luxembourg
Over-the-counter drugs
Marketing strategies 56

M

Management
Accountants
Code of ethics 129
American Express
Financial instability 97
Banking industry
Cooperative efforts 200
Employee turnover
Causes, control 235
Financial training
Nonfinancial management 295
Information managers
Directory 24
New business
Textbook 234
Planning, managerial
Techniques for effectiveness 130
Poor performers
How to manage 232
Principles and practices
Textbook 233
Problems, solutions
Textbook 21
Profit planning
Production standards 131
Strategic planning
Setting goals 22
Supervision employees
Textbook 231
Telecommunications
Changes occuring 64

Manufacturing Industry
Aluminium products
Alcoa's future expectations 79
American Can, can producers
Market forecast 81
Auto industry
Detroit's outlook 187
Automotive replacement parts
Echlin Manufacturing Company 287
Capital spending
Foreign affiliates 297
Directory of manufacturers
Idaho 183
Texas volume two 184
Texas,volume one 185
Job descriptions
Guide 186
Manufacturing capacity
Utilization rates 288
Office equipment leasing
Market forecast 104
Products
Origin of exports 124
Pulp and paper
Directory 80
Sports, fitness, leisure wear
Market forecast 312

Market
Antiarthritis drugs, devices
Market forecast 107
Automotive service, parts
Market forecast 48
Carcinogen drug DES
New replacement drugs 106
Cardiovascular instrument market
Market forecast 309
Communications industry, forecast
Radio paging, phone answering service 192
Computers
Retail forecast 121
Construction forecast
U.S. residential building 302
Consumer market
Developments of 1981 165
Educational
Microcomputers, videodiscs 276
Electronic games
Europe 170
Market forecast 1981-1983 172
Electronic mail
Market forecast 12,65
Health foods
European Economic Community 266
Health, beauty aids
Generic, market forecast 209
Household cleaners
United Kingdom, forecast 167
Imported beer in U.S.
Market forecast 154
Labor, Oklahoma
Directory of publications 273
Liquid soap
Market forecast 164
Military display equipment
Five year forecast 41
Nonprescription drugs
Market forecast 211
Office consumables
Automated office 278
Office copiers
Market forecast 156
Office equipment leasing
Market forecast 104
Packaging, industrial
Products, market forecast 159
Paint industry
Market forecast 157
Pasta market

Forecast 155
Patient monitoring equipment
Western Europe 210
Pharmaceuticals
Europe, forecast 310
Photographic industry
U.S. statistical report 177
Plastic pipe
U.S. demand, market forecast 47
Processed, fresh fish
Market forecast 74
Recreation equipment
Skiis, hockey, skates 314
Satellite communications
Market forecast 194
Semiconductors, forecast
Japan, imports and exports 227
Solar energy
Europe 77
Sports, fitness, leisure wear market
Manufacturing, promoting 312
Textile machinery
Western Europe, forecast 49
Tissues
Europe 282
Trucks, heavy-duty
United States forecast 88
Videodisc, Europe
Market forecast 45
Marketing
Canadian marketing
Textbook 28
Export marketing
Manual 14
Fundamentals
Introductory text 237
Fundamentals, cases
Textbook 25
Industrial marketing, sales mgm.
Computer applications 33
Lear Siegler
Long-term strategies 73
Management
Strategies, programs 132
Organizing for success
Changing business environment 117
Over-the-counter drugs
Strategies, Europe 56
Premiums, incentives, used in business
Directory of firms 26
Textbook
Introduction to 243
Principles 240
Textbook, product policy
Concepts, methods and strategy 242
Marketing Research
Buyer-seller interactions
Compendium, research papers 134
Do-it-yourself
Textbook 238

Information systems, decision making
Textbook 135

Radio, T.V. broadcasting
Research procedures 90
Mining Industry
Capital spending
Foreign affiliates 297
Mining Industry
Small underground mines
Equipment, supplies, U.S. 158

N

Netherlands
Consumer products
Statistical analysis 150
Over-the-counter drugs
Marketing strategies 56
Physical distribution directory
Trade, professional organizations 140
New York
Industrial purchasing
Directory 139
Media directory 71
North America
Ski areas
Economic analysis 108
North Carolina
NOW accounts, other financial services
Consumer attitudes, practices 93
Norway
Consumer products
Statistical analysis 150

O

Office Products
Copiers
Market forecast 156
Equipment leasing
Market forecast 104
Oklahoma
Economic growth
Statistics, 1981 39
Labor market
November 1981 274
October1981 169
September1981 61
Labor market publications
Directory 273

P

Packaging
Cosmetics, toiletries
Europe, market forecast 180
Industrial packaging
Market forecast 54
Personal Selling
Selling techniques
Textbook 31
Techniques in selling
Textbook 143
Pharmaceuticals
Antiarthritis drugs, devices
Market forecast 107
Carcinogen drug DES
New replacement drugs 106
Patents, drugs
Europe, market report 310
Physical Distribution
Directory
Trade, professional organizations 140
Management
Bibliography 246
National Council of Phy. Dist. Mgm.
Annual conference proceedings 245
Nonretail distribution channels
Small business computers 247
Population
United States
Poverty levels 255
Price and Price Policy
Annotated bibliography
Policies, strategies 244
Printing and Publishing
Dictionary
Terms, concepts 207
Directory of printers, S. East U.S.
Commercial, specialty, trade 103
Magazine industry
Directory of publishers 280
Paper catalog
Mill and private brands 68
Productivity
Inventory, production control
Textbook 281
Products
Aluminium products
Manufacturer, Alcoa's future 79
Consumer household cleaners
Hard-surface, market forecast 166
Forest products industry
Directory 181
Health, beauty aids
Generic, market forecast 209
Household cleaners
United Kingdom, forecast 167
Liquid soaps
Market forecast 164
Manufactured
Origin of exports 124
Medical devices
Product liability 128
New
Forecasting methods 236
Policies, textbook
Concepts, methods, strategies 242
Portable
Software intensive 13
Skin care products
Market forecast 57
Public Relations
Directory
Companies 202
Handbook
Do-it-yourself 113
Small business, advertising
Handbook 3
Publicity
Directory
Western Europe 262
Handbook
Promotion 214
Pulp and Paper Industry
Process control equipment
Market forecast 179
Purchasing
Franchises
How-to guide 29
Industrial, New York
Directory 139
Newsletter properties
How-to guide 138

R

Recreation
Budget motels, U.S.
Directory 313
Directory, U.S.
Tours of factories 212
Equipment, skiis, hockey, skates
Market forecast 314
Fairs, expositions
U.S., Canada 311
Films, slides, audiotapes
Free to educators 5
North American ski areas
Economic analysis 108
Sports, fitness, leisure wear markets
Manufacturing, promoting 312
Travel and tourism
Information sources 109
Travel, tourism trends
U.S., international survey 111
Reference Works
Business information sources
U.S., international 265
Physical distribution management
Bibliography 246
Research centers
International, directory 43
Research and Development
Health hazards from smoking
Cigarettes, low tar nicotine 308
Retail Sales
Department, specialty stores
Financial, operating results 95
Merchandising, operating results 94
Point-of-sale survey
U.S., results 292
Principles, practices
Textbook 83

Retail Trades
Computers
Market forecast 121
Planning for profits
Textbook 82
Total output goods, services
Market report 84
U.S. sales, inventory
January 1972-December 1981 290
United States
Sales, invent., December 1981 191
Sales, invent., January 1982 291
Sales, invent., November 1981 188
Sales, invent., October 1981 85
United States, 1980
Sales, a/r, year end inventory 190

S

Sales
U.S., retail
December 1981 191
January 1982 291
November 1981 report 188
October 1981 85
U.S., retail, 1980
Year end inventory, a/r 190
U.S., retail, inventory
January 1972-December 1981 290
Sales Management
Annotated bibliography
Current literature 144
Creative selling
Textbook 249
Industrial marketing
Computer applications 33
Professional selling
Textbook 142
Sales training
Textbook 141
Sales training kit
Guide 30
Salespeople
Success handbook 32
Textbook 250
Sales Promotion
Essentials of
Textbook 215
Handbook
Publicity, promotion 214
Services
Editorial freelancing
Guide 101
Information services vendors
Impact of communications
development 196
Marketing surveys, services
U.S., Canadian directory 27
Social services, agencies
Directory, organizations 305
Toll-free telephone numbers
Directory, U.S., Canada 304
Videotex
Future growth 63
Small Business
Advertising, public relations
Handbook 3
Computers
Market forecast 224
Marketing techniques 133
Nonretail distribution channels 247
Retail banking automation 199
Management
Strategic planning 22
Profit planning
Textbook 23
South Carolina
NOW accounts, other financial services
Consumer attitudes, practices 93
Spain
Consumer products
Statistical analysis 150
State Governments
Labor-management relations
Statistical report 60
State and Local Governments
Local governments
Spending in SMSAs 58
Statistics
Alabama
General business indicators 38
American women
Fertility rate 253
Consumer products, Europe
Statistical analysis 150
Directory, European countries
Market, social, economic research 153
Europe
Marketing data 259
Gross National Products
Concepts, issues 34
Health foods market
Market forecast, EEC 266
Industrial, bus., social, ed., finance
Sources, guide 263
Insurance
Statistics, policy holders 98
International
Marketing data 257
Labor-management relations
Local, state governments 60
Local governments, U.S.
Spending, SMSAs 58
Manufacturing capacity
Utilization rates 288
Oklahoma
Economic growth, 1981 39
Labor market, November 1981 274
Labor market, October 1981 169
Labor market, September 1981 61
Photographic industry
U.S. market forecast 177
Pipe line construction
U.S., Canada, Europe, forecast 201
Population growth
International 44
Technical commodities
Yearbook 1982 178
U.S. business
Capital spending, 1982 300
U.S. census
SMSA data, 1980 36
U.S. population surveys
Index 40
U.S. retail sales, inventory
January 1972-December 1981 290
U.S. retail trades
Sales, invent., December 1981 191
Sales, invent., January 1982 291
Sales, invent., November 1981 188
Sales, invent., October 1981 85
U.S. retail trades, 1980
Annual sales, a/r, year end inventory 190
United States
Housing characteristics 35
Housing characteristics 42
Survey
Affluent adult market
Research results 162
Cigarettes, low tar nicotine
Health hazards from smoking 308
Consumer perceptions
National, private, generic brands 269
Marketing surveys, services
U.S., Canadian directory 27
Retailing
Point-of-sale 292
T.V., other mass media
Public attitudes 137
Travel, tourism trends
U.S. international 111
U.S. census, SMSA
Statistics, 1980 36
U.S. housing characteristics
Annual survey, 1980 254
U.S. population surveys
Index 40
U.S. population, 1982
State-by-state 252
United States
Ancestry, language 251
Sweden
Consumer products
Statistical analysis 150
Switzerland
Consumer products
Statistical analysis 150

T

Technology
Videodisc, Europe
Market forecast 45
Telecommunications
Automatic digital network
Market forecast 50
Cable T.V.
CBS future growth 70
Cable television
New technology, services 67
Cable television networks
Advertising strategies 171
Electronic mail executives
Directory 62
Home networks
Market outlook 66
Industry changes
Management, regulations, technology 64
Online databases
Directory,. 1981 9
Videodisc, Europe
Market forecast 45
Texas
Industrial expansion
August 1981 51
December1981 161
October1981 53
Railroads
Construction, abandonment 193
Textbook
Advertising
Copywriter, role of 1
Copywriting, idea visualization 112
Introduction to 114
Advertising techniques
Professional practices 115
Advertising, small budget
Big payoffs 116
Business law 15
Acquisiontransactions 20
CATV programs
Origination, production 275
Canadian marketing
Principles, applications 28
Communications
Policy perspectives 1980s 91
Construction industry
Litigation 99
Direct marketing
Response television, textbook 2
Industrial marketing, sales mgm.
Computer applications 33
Laws and regulations
Warranties 19
Management
New business 234
Principles,practices 233
Problems,solutions 21
Managerial planning
Techniques for effectiveness 130
Marketing

Marketing research
Fundamentals, cases 25
Introduction to 243
Principles 240
Marketing management
Strategies, programs 132
Do-it-yourself 238
Informationsystems,decisionmaking 135
Marketing, introduction
Fundamentals 237
New products
Forecasting methods 236
Personal selling
Techniques in selling 143
Product policy
Concepts, methods, strategy 242
Productivity
Inventory, production control 281
Publicity, promotion
Handbook 214
Retailer's guide
Planning for profits 82
Retailing
Principles, practices 83
Sale advertising
Methods for improving 4
Sales management 250
Professional selling 142
Sales training 141
Sales promotion
Essentials of 215
Selling
Management of 249
Techniques,responsibilities 31
Small business
Legal advisor 18
Profit planning 23
Technical commodities
Yearbook 72
Trademarks
Problems, proper use of 16
Written communications
Data processing 123

Trademarks
Problems, proper use of
Textbook 16
Selection, protection
Guide 127

Training
Safety, films
Catalog 217
Sales management
Guide 30
Sales training
Textbook 141

Transportation Industry
Dictionary
Terms, concepts 294
Security products
Service market 195
Texas railroads
Construction, abandonment 193

Travel and Tourism
Business traveler
Handbook 105
Foreign visitors to U.S.
Spending analysis 260
Information sources
Washington, DC 109
U.S., international trends
Survey analysis 111

U

United Kingdom
Household cleaners
Market forecast 167
Over-the-counter drugs
Marketing strategies 56
Physical distribution directory
Trade, professional organizations 140

United States
American women
Fertility rate 253
Ancestry, language
Survey report 251
Associations, directory
Trade, professionals 203
Budget motels
Directory 313
Business
Capital spending, 1982 300
Information reference sources 265
Census report
Black population 256
Children, youths birth-24years
Social, economic characteristics 147
Communications industry report
Radio paging, phone answering service . . . 192
Computer executives
Directory 226
Construction industry
Residential building 302
Consultants, consulting organizations
Directory 306
Data communications
Market forecast 122
Directory of printers, S.East U.S.
Commercial, specialty, trade 103
Electricity
Demand, consumption 76
Electronic mail executives
Directory 11
Fairs, expositions
Directory 311
Franchises
Directory of organizations 86
Government research centers
Directory 272
Gross National Products
Concepts, issues 34
Housing characteristics
Financial statistics 42
State, county break-downs, statistics 35
Urban, rural 148
Housing characteristics, general
Annual survey, 1980 254
Housing demands, 1980 149
Housing inventory
Financial characteristics 145
Imported beer market
Market forecast 154
Industrial corporations
Largest corporations 283
Industry, capital spending
Foreign affiliates 297
Information sources
Directory 264
Insurance
Statistics, policy holders 98
International transactions
Summary, fourth quarter, 1981 299
Local governments
Spending, SMSAs 58
Marketing surveys, services
Directory 27
Nebraska, north central
Demographic, economic, characteristics . . . 37
Oklahoma, statistics
Economic growth, 1981 39
Paper money, values and rarity
Handbook 298
Periodicals
Directory 303
Pharmaceuticals forecast
Antiarthritis drugs 107
Physical distribution directory
Trade, professional organizations 140
Pipe line construction
Market forecast 201
Plastic pipe market
Market forecast 47
Population by state
Survey report, 1982 252
Population surveys
Index 40
Poverty levels
Population percentages 255
Public school systems
Finances 1979-80 55
Pulp, paper manufacturers
Directory 80
Recreation
Tours of factories 212
Research centers
Directory 239
Research centers, geographical, exec., order
Directory 241
Retail sales, inventory
January 1972-December 1981 290
Retail trades
Sales, invent., December 1981 191
Sales, invent., January 1982 291
Sales, invent., November 1981 188
Sales, invent., October 1981 85
Retail trades, 1980
Annual sales, a/r, year end inventory 190
SMSA survey
Census, 1980 36
Self-employed workers
Statistical analysis 59
Statistical sources, guide
Industrial, bus., social, ed., finance 263
Subsidiaries, German firms
Directory 46
Toll-free telephone numbers
Directory 304
Trade names
Dictionary 206
Travel patterns, foreign visitors
Spending analysis 260
Travel, tourism trends
Survey analysis 111
Truck market
Heavy-duty trucks, forecast 88
Urban integration
School desegregations 146

Utilities
Electricity
Demand, consumption 76

V

Videotex and Viewdata
Videotex type services
Banking at home 173

W

West Germany
Physical distribution directory
Trade, professionals organization 140

Wholesale Trades
Financial performance of wholesales
Plumbing, heating, pipe products 92
Printing trades
Blue book directory 289